



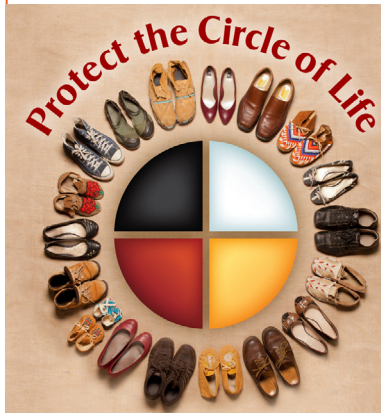
MAY 2014

# Influential News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## American Indian and Alaska Native Partners Expand Flu Vaccination Promotion Initiatives



This edition recognizes successful efforts of NIVDP partners to raise awareness among American Indian and Alaska Native populations about the benefits of flu vaccination during the 2013-2014 flu season.

- The Alaska Tribal Health System helped implement large-scale flu vaccination drives in Anchorage and Fairbanks and in some of the state's most isolated communities in the Arctic Circle
- The Ho-Chunk Nation Department of Health organized vaccination events and disseminated new print and online flu vaccination materials among tribal members in Wisconsin and Minnesota
- The California Rural Indian Health Board executed a social marketing campaign targeting children, pregnant women, veterans, and people with chronic disease
- Native Health, a health center in Phoenix, Arizona received statewide recognition for its efforts to promote flu vaccination among American Indians

### SPOTLIGHT ON PARTNERS

#### ALASKA TRIBAL HEALTH SYSTEM HELPS VACCINATE THOUSANDS AGAINST THE FLU

The Alaska Tribal Health System (ATHS) is a statewide voluntary affiliation of more than 30 tribal organizations providing health services to Alaska Natives. This season, the Alaska Native Medical Center (ANMC), an

ATHS affiliate in Anchorage, administered more than 19,000 flu vaccinations. For the first time, ANMC organized walk-in clinics that were staffed by hospital pharmacists. ANMC also provided 450 flu vaccinations at the annual convention of the Alaska Federation of Natives, which was held in Fairbanks in October 2013. Another ATHS affiliate, the Chief Andrew Isaac Health Center in Fairbanks, vaccinated 573 of its 822 elder patients against the flu.

In Kotzebue, 33 miles north of the Arctic Circle on Alaska's western coast, Maniilaq Health Center administered the flu vaccine to 428 of their 476 employees and 3,025 of the area's 6,700 residents.

In the Bering Strait region, Norton Sound Health Corporation sponsored a total of more than 20 flu vaccination events in 15 villages—including in Nome, the last stop of the world-famous Iditarod Trail Dog Sled Race. In total, 2,991 people were vaccinated against the flu at these events.



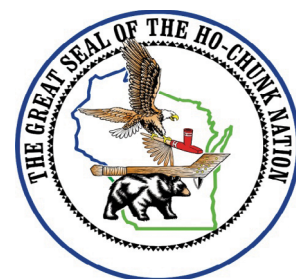
Alaska Tribal Health System holds flu vaccination event in Nome

#### HO-CHUNK NATION INCREASES FLU VACCINATION IN WISCONSIN AND MINNESOTA

Ho-Chunk Nation Department of Health (HCNDOH) serves members and employees of federally recognized tribes within 15 Wisconsin counties and a county in Minnesota. This flu season, HCNDOH administered a total of 1,432 flu vaccinations at six different health centers.

In Wisconsin, HCNDOH worked closely with Krohn Clinic, Jackson County Public Health Department, and Black River Memorial Hospital to provide families and communities with information about how to identify signs and symptoms of influenza and prevent it from spreading. This included distributing CDC's *Protect the Circle of Life* posters and developing a new fact sheet.

"We are very proud of our staff's efforts to increase immunization rates through education and prevention measures. Even more rewarding is seeing our tribal members and communities take responsibility for their health," said Jess Thill, Community Health Director at HCNDOH.



The Ho-Chunk Nation Department of Health promotes flu vaccination at events in Wisconsin and Minnesota



## CALIFORNIA RURAL INDIAN HEALTH BOARD LAUNCHES CAMPAIGN TO PROMOTE FLU VACCINATION

The California Rural Indian Health Board (CRIHB) is a network of 11 tribal health programs serving 33 tribes in the state of California.

CRIHB is committed to

improving the health and social conditions of American Indians in California.

In 2010, H1N1 flu outbreaks had a significant impact across California. In response, CRIHB created a social marketing campaign to promote flu vaccination among American Indians in the state. Since then, CRIHB has produced tailored educational materials each flu season for children, pregnant women, preschool girls/boys, teens, veterans, and people with chronic disease. To date, CRIHB has distributed 23,579 posters and fact sheets, and 13,537 t-shirts, magnets, and bookmark promotional items to more than 140 tribal health clinics and agencies in California and 13 other states.

“We will continue to work across the state of California as well as regionally to communicate what flu vaccine promotion strategies work best in Indian Country,” said Dr. Dan Calac, Medical Director, Indian Health Council in Valley Center, California.



The California Rural Indian Health Board poster promotes flu vaccination among veterans

## NATIVE HEALTH RECEIVES AWARD FOR FLU VACCINATION CAMPAIGN



(left to right) Native Health staff members Angie Duran, Diane Esquivel, and Rita Triana celebrate “Big Shot for Arizona” award

NIVDP partner Native Health, a large urban health center serving American Indians in Phoenix, Arizona earned statewide recognition for their flu immunization outreach efforts during the 2013-2014 season. In total, these efforts yielded more than 1,400 vaccinations.

In recognition of this success, The Arizona Partnership for Immunization (TAPI) honored Native Health with the “Big Shot for Arizona” award this past April. TAPI’s 400-plus members include state agencies, county health departments, professional associations, and insurance companies.

“Native Health knows how to get flu vaccine supply out to the community, and they have the results to prove it,” said Jennifer Tinney, Program Manager at TAPI.

Native Health administers flu vaccinations at powwows, health fairs, open houses, sports physicals, back-to-school check-ups, and prenatal care visits. As long as refrigerators are available to protect the supply from the Phoenix heat, staff members will provide vaccinations at almost any venue.

“If people want us, and we can do it, we will go,” said Rita Triana, LPN supervisor at Native Health.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

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